PER STACKS
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What makes an EFFECTIVE EXECUTIVE?

Effective executives are those who focus on their own contribution to make the success of the organization. Effective executives are those who focus on their own contribution and build it into the strength needed to succeed and achieve

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MONTREAL

Peter F. Drucker is the author of THE PRACTICE OF MANAGEMENT - MANAGING FOR RESULTS and THE EFFECTIVE EXECUTIVE. Viewers will find many of his provocative and sometimes surprising contributions to management in five films available in Canada through the Canadian Film Institute, THE EFFECTIVE EXECUTIVE SERIES.

Speaking extemporaneously, we see Drucker "on camera" talking directly to each member of the film audience. We also see him in his accustomed role as management consultant (to the mythical Hudson-Lansing Corporation) to dramatize the problems faced by typical executives in effective growth and achievement.

Through this combination of drama and discussion, Peter Drucker quickly and effectively gets across the major guideposts which will benefit every executive who sees and discusses these films.

Films in the series include:
MANAGING TIME
WHAT CAN I CONTRIBUTE
FOCUS ON TOMORROW
STAFFING FOR STRENGTH
EFFECTIVE DECISIONS

Each film may be previewed for $15 for a 48-hour period; rental: $50 per film, per week.

Each film is available in 16mm, color, with a running time of 25 minutes. Prints may be purchased on a discount basis.

NUMBER OF PRINTS	PURCHASE PRICE
1	$350. U. S. funds
2	340. U.S. funds ea.
3	330. U. S. funds ea.
4	320. U. S. funds ea.
5	310. U. S. funds ea.

Brochures are available from our sales division.

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FOUR FILMS FROM JOURNAL

Available for preview with a view to purchase only. Brochures and further information will be sent upon request.

SURVIVAL OF THE KIT FOX: A Conservation Case Study
15 min. b/w $150. U. S. funds

The film is designed to show that through man's constant adjustment of nature, he sometimes inadvertently acts to upset the balance of nature. It also serves as a film record of a species which is vanishing through man's unintentional destruction of its food supply. It is hoped that from this lesson of the Kit Fox, we will learn wiser methods of wildlife conservation.

EVOLUTION OF HANDS
10 min. col. $120. U. S. funds

To help children understand the process of evolution and to stimulate interest in using their hands in creative ways.

A TEST CAN TEACH
10 min. col. $120. U. S. funds

To show students that a returned teacher-graded test can be a useful learning tool and can be helpful in improving their future test performance. To suggest specific techniques that will enable the student to review and to react to the returned test paper.

RIVER OF POWER
20 min. col. $210. U. S. funds

This film is designed to show how a form of energy created new growth and industry in the U.S.A. Relevant to the Canadian scene.

DATELINE CFI

Peter Morris, CFI's deputy director and curator of the Canadian Film Archives just back from a week in Rumania where he attened the Leipzig Film Festival . . . . Ottawa's National Film Theatre is now well into it's RUMANIAN FILM PROGRAMME featuring a number of first-rate productions . . . . screenings are held every Friday at the National Library and Public Archives auditorium on Wellington Street in Ottawa . . . . AAAS (American Association for the Advancement of Science) meeting to be held in DALLAS, TEXAS, December 27-30 is to be highlighted with an extensive film presentation arranged by the National Science Film Library (operated by CFI for the National Research Council) . . . . Miss Fran Broome has the details . . . . on behalf of the management and staff of the CANADIAN FILM INSTITUTE, may we wish you and yours the very best for the Holiday Season.

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DAVID M. EISENSTADT